

TvSCAN Direct - Susan

## Broadcast Order/Confirmation

Elise Cloyd - 8/17/12 10:57 AM

Miami-Ft. Lauderdale - MAYJUL Nielsen

## Qualitative Criteria: Release 1 2012 Feb11-Jan12 SCARBOROUGH

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republicn and registered to vote in district of residence and always vote in presidential elections

Buyer Elise Cloyd  
Client Restore Our Future

Order Number 1,938  
Campaign Est. 1938  
Flight Flight 1 08/21/12-08/27/12

Station WFOR  
Address

Agency Mentzer Media  
Address 600 Fairmount Avenue  
Suite 306  
Towson  
MD 21286

## WFOR-CBS

QAJ P 35+

| Time Period                  | Rate    | Run Dates   | Len | Sp | Mo | Tu | We | Th | Fr | Sa | Su | RTG | CPP |
|------------------------------|---------|-------------|-----|----|----|----|----|----|----|----|----|-----|-----|
| <b>EARLY MORNING</b>         |         |             |     |    |    |    |    |    |    |    |    |     |     |
| Tu-Fr 6:00a- 7:00a           | \$600   | Aug21-Aug24 | :30 | 8  | -- | 2  | 2  | 2  | 2  | -- | -- | 1   |     |
| <b>EARLY SHW-CBS</b>         |         |             |     |    |    |    |    |    |    |    |    |     |     |
| Tu-Fr 7:00a- 9:00a           | \$600   | Aug21-Aug24 | :30 | 8  | -- | 2  | 2  | 2  | 2  | -- | -- | 1   |     |
| <b>CH 4 NEWS-5PM</b>         |         |             |     |    |    |    |    |    |    |    |    |     |     |
| Tu-Fr 5:00p- 6:00p           | \$1,500 | Aug21-Aug24 | :30 | 8  | -- | 2  | 2  | 2  | 2  | -- | -- | 2   |     |
| <b>CBS 4 NEWS-6PM</b>        |         |             |     |    |    |    |    |    |    |    |    |     |     |
| Tu-Fr 6:00p- 6:30p           | \$1,500 | Aug21-Aug24 | :30 | 4  | -- | 1  | 1  | 1  | 1  | -- | -- | 2   |     |
| <b>ENTERTAINMENT TONIGHT</b> |         |             |     |    |    |    |    |    |    |    |    |     |     |
| Tu-Fr 7:00p- 7:30p           | \$1,500 | Aug21-Aug24 | :30 | 8  | -- | 2  | 2  | 2  | 2  | -- | -- | 2   |     |
| <b>INSIDER</b>               |         |             |     |    |    |    |    |    |    |    |    |     |     |
| Tu-Fr 7:30p- 8:00p           | \$1,500 | Aug21-Aug24 | :30 | 6  | -- | 2  | 2  | 2  | -- | -- | -- | 2   |     |
| <b>D LETTRMAN-CBS</b>        |         |             |     |    |    |    |    |    |    |    |    |     |     |
| Tu-Fr 11:35p-12:37a          | \$600   | Aug21-Aug24 | :30 | 8  | -- | 2  | 2  | 2  | 2  | -- | -- | 1   |     |
| <b>CH 4 NWS 11 PM</b>        |         |             |     |    |    |    |    |    |    |    |    |     |     |
| Tu-Su 11:00p-11:35p          | \$2,500 | Aug21-Aug26 | :30 | 12 | -- | 2  | 2  | 2  | 2  | 2  | 2  | 3   |     |
| <b>NCIS</b>                  |         |             |     |    |    |    |    |    |    |    |    |     |     |
| Tue 8:00p- 9:00p             | \$8,000 | Aug21-Aug21 | :30 | 2  | -- | 2  | -- | -- | -- | -- | -- | 9*  |     |
| <b>NCIS: LA</b>              |         |             |     |    |    |    |    |    |    |    |    |     |     |
| Tue 9:00p-10:00p             | \$7,500 | Aug21-Aug21 | :30 | 2  | -- | 2  | -- | -- | -- | -- | -- | 8*  |     |
| <b>48 HOURS MYSTERY</b>      |         |             |     |    |    |    |    |    |    |    |    |     |     |
| Tue 10:00p-11:00p            | \$5,500 | Aug21-Aug21 | :30 | 2  | -- | 2  | -- | -- | -- | -- | -- | 8*  |     |

\* - Denotes estimated item(s).

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**TAPSCAN**  
Software Suite

## TvSCAN

## Broadcast Order/Confirmation

Elise Cloyd - 8/17/12 10:57 AM

Miami-Ft. Lauderdale - MAYJUL Nielsen

| WFOR-CBS                            |          |             |     |    |                   |    |    |    |    |    |    |      | QAJ P 35+ |  |
|-------------------------------------|----------|-------------|-----|----|-------------------|----|----|----|----|----|----|------|-----------|--|
| Time Period                         | Rate     | Run Dates   | Len | Sp | Mo                | Tu | We | Th | Fr | Sa | Su | RTG  | CPP       |  |
| CRIMINAL MINDS                      |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Wed 9:00p-10:00p                    | \$6,000  | Aug22-Aug22 | :30 | 2  | --                | -- | 2  | -- | -- | -- | -- | 5    |           |  |
| CSI                                 |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Wed 10:00p-11:00p                   | \$5,000  | Aug22-Aug22 | :30 | 2  | --                | -- | 2  | -- | -- | -- | -- | 5    |           |  |
| THE MENTALIST                       |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Thu 10:00p-11:00p                   | \$6,000  | Aug23-Aug23 | :30 | 2  | --                | -- | -- | 2  | -- | -- | -- | 9*   |           |  |
| NFL PRSSN: DOLPHINS                 |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Fri 7:30p-10:30p                    | \$10,000 | Aug24-Aug24 | :30 | 2  | --                | -- | -- | -- | 2  | -- | -- | 8*   |           |  |
| SUNDAY MRN-CBS                      |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Sun 9:00a-10:30a                    | \$1,600  | Aug26-Aug26 | :30 | 1  | --                | -- | -- | -- | -- | -- | 1  | 3    |           |  |
| FACE NATN-CBS                       |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Sun 9:30a-10:00a                    | \$1,300  | Aug26-Aug26 | :30 | 1  | --                | -- | -- | -- | -- | -- | 1  | 2    |           |  |
| 60 MINUTES-CBS                      |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Sun 7:00p- 8:00p                    | \$8,000  | Aug26-Aug26 | :30 | 2  | --                | -- | -- | -- | -- | -- | 2  | 9*   |           |  |
| GOOD WIFE                           |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Sun 9:00p-10:00p                    | \$5,000  | Aug26-Aug26 | :30 | 1  | --                | -- | -- | -- | -- | -- | 1  | 5*   |           |  |
| MENTALIST                           |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Sun 10:00p-11:00p                   | \$5,000  | Aug26-Aug26 | :30 | 2  | --                | -- | -- | -- | -- | -- | 2  | 5*   |           |  |
| SPORTS WRAP                         |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Sun 11:35p-12:05a                   | \$500    | Aug26-Aug26 | :30 | 1  | --                | -- | -- | -- | -- | -- | 1  | 1    |           |  |
| EARLY MORNING                       |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Mon 6:00a- 7:00a                    | \$600    | Aug27-Aug27 | :30 | 2  | 2                 | -- | -- | -- | -- | -- | -- | 1    |           |  |
| EARLY SHW-CBS                       |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Mon 7:00a- 9:00a                    | \$600    | Aug27-Aug27 | :30 | 2  | 2                 | -- | -- | -- | -- | -- | -- | 1    |           |  |
| CH 4 NEWS-5PM                       |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Mon 5:00p- 6:00p                    | \$1,500  | Aug27-Aug27 | :30 | 2  | 2                 | -- | -- | -- | -- | -- | -- | 2    |           |  |
| CBS 4 NEWS-6PM                      |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Mon 6:00p- 6:30p                    | \$1,500  | Aug27-Aug27 | :30 | 1  | 1                 | -- | -- | -- | -- | -- | -- | 2    |           |  |
| ENTERTAINMENT TONIGHT               |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Mon 7:00p- 7:30p                    | \$1,500  | Aug27-Aug27 | :30 | 2  | 2                 | -- | -- | -- | -- | -- | -- | 2    |           |  |
| INSIDER                             |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Mon 7:30p- 8:00p                    | \$1,500  | Aug27-Aug27 | :30 | 2  | 2                 | -- | -- | -- | -- | -- | -- | 2    |           |  |
| D LETTRMAN-CBS                      |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Mon 11:35p-12:37a                   | \$600    | Aug27-Aug27 | :30 | 2  | 2                 | -- | -- | -- | -- | -- | -- | 1    |           |  |
| CH 4 NWS 11 PM                      |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Mon 11:00p-11:35p                   | \$2,500  | Aug27-Aug27 | :30 | 2  | 2                 | -- | -- | -- | -- | -- | -- | 3    |           |  |
| WFOR Totals                         |          | \$232,900   |     | 99 | Reach / Frequency |    |    |    |    |    |    | 281  | \$828.83  |  |
|                                     |          |             |     |    |                   |    |    |    |    |    |    | 58.9 | 4.8       |  |
| Monthly Aug 2012 Sep 2012           |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |
| Gross Cost \$213,800.00 \$19,100.00 |          |             |     |    |                   |    |    |    |    |    |    |      |           |  |

\* - Denotes estimated item(s).

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.

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